

What you need to create a Route 65 listing

Route 65, an exclusive service for BCCPA and EngAge BC members, is set to launch on July 31st, 2019.

Before the launch, members will be sent an email with a link to register and instructions to add a listing. Operators must create an account to list their sites on Route 65.

Prior to creating a listing, operators should have the following information/materials on hand:

For a basic listing

- One featured image
 - of the building exterior
 - in landscape orientation
 - at least 2,000 px wide
- A brief 100-word description of your site/organization

For a premium listing

- One featured image
- Multiple site photos
 - high-resolution
 - in landscape orientation
- A 250-word extended description with more information about your site/organization
- Average waitlist times
- Languages spoken by staff
- Amenities
- Healthcare, hospitality and lifestyle services (included/paid)
- Available beds/rooms/suites with an option to include square footage and price
- Certifications
- Year founded
- Link to social media pages
- Link to YouTube channel to feature promotional videos
- Staff profiles
- Brochures, guides and menus
- Testimonials from credible sources

Pricing and packages

- Basic: Free
- Premium: \$88/month
 - 10% discount applies for multiple premium listings (annual subscription only)
- Featured: \$299/month
 - 20% discount applies for a one-year featured ad package (monthly or annual subscription).
 - Limited packages available each month.
- * GST and standard set up fees apply.
- * Operators listing multiple sites are required to select the cheque option at checkout. They are eligible to receive a 10% discount for multiple listings.
- * Featured ads can be purchased by contacting route65@engageseniors.ca.